

# 2009 Annual AAPEX Meeting Agenda

Westin La Paloma Resort, Tucson, Arizona  
February 5-7, 2009

## Wednesday, February 4

5:30 - 7:00 pm                      Cocktail Reception

## Thursday, February 5

8:00 - 9:45 am                      Strategic Planning Revisited  
Dr. Bill Carden, CEO  
The Carden Group  
Board member, YUM Brands

10:15 - 12:00 noon                      A Look Into the Future  
Carl Carsale, EVP, Strategy and Operations  
Monsanto  
My brother, Skip and Kip Tom say he is one of the most engaging speakers they have heard. Another Monsanto executive told me he was the only guy in the company he would pay to listen to.

12:00 - 1:00 pm                      LUNCH

1:00 - 2:45 pm                      In a Volatile Commodity World, What Are the Constants? Agribusiness Strategy for Today's Markets  
Dr. Michael Swanson  
Vice President and Agricultural Economist  
Wells Fargo

3:15 - 5:00 pm                      Peer Advisory Groups  
Jason Karszes, Farm Management Specialist  
Cornell University  
TEPAP Graduate and Director of the Cornell Dairy Executive Program  
Murray Edwards, CEO  
The Edwards Group  
Member of a 7-Person Peer Group

7:30 - 9:00 pm Succession Planning for Agribusiness Owners  
Kevin Spafford, CEO  
Legacy by Design  
Author of the book *Legacy by Design: Succession Planning for Agribusiness Owners*. Kevin spoke at the Top Producer Program and is currently working with Kip Tom, who referred him to us.

**Friday, February 6**

8:00 - 12:00 noon Strategic Risk Management: the Follow-Up to the July AAPEX Risk Mitigation Conference  
Dr. Mike Boehlje - Purdue University  
Steve Hofing - Centrec Consulting

12:00 - 1:00 pm LUNCH

1:00 - 5:00 pm Beyond Tactics: A Strategic Application of Negotiation Structure to Maximize Joint Gain  
Dr. Christopher Meyer  
Baylor University

7:30 - 9:00 pm Determining Your Commercial Credit Risk Rating  
Richard Gilmore  
Ascendant Partners

**Saturday, February 7**

8:00 - 9:45 am Preparing for Unprecedented Change  
Dr. Dave Kohl

10:15 - 12:00 noon Enterprise Resource Planning (ERP)...Enormous Potential, One Step at a Time  
Dan Sechrist, Partner  
TBC International Consulting  
Several years ago when AAPEX met in Monterrey, California the CEO of Fresh America, the largest supplier of fresh produce to Sams and WalMart, was on a panel. He talked about how the use of the SAP software had been a major factor in improving their efficiency and reducing cost. Dick Schader's son was also there and indicated similar results from using SAP in the candy company he interned with. The problem was that the cost and complexity limited applications to very large firms. A third generation of SAP is now being adopted by firms in the \$2-100 million gross sales range and generating the same type of results. Dan will talk about potential, applications and types of benefits that can be derived from implementing an ERP System.

12:00 - 1:00 pm

LUNCH

1:00 - 2:45 pm

An in the Trenches Perspective on the Global Financial  
Meltdown

Jorge Bermudez

Retired EVP and Chief Risk Officer

Citicorp

3:15 - 5:00 pm

Business Meeting